

# CMA DIGEST

September & October 2023, Issue - 85 Volume 38

## ED VOICE – From the Editor's Desk

Dear Readers:

Greetings from the Editor's desk! This time around, we are doing a bimonthly edition for September and October 2023.

"Come September" is one of the most famous tunes of the 1960's. The month of September refers to a specific period symbolising the changing seasons and the passage of time. It represents a crucial moment when something may happen or change. Accepting or adapting to change is the mantra for success, both at a personal as well as professional level. As they say, "Yesterday is history, and tomorrow is a mystery". Therefore, the key to happiness is to focus on the present and adapt ourselves to ever-changing situations. Today's buzzword is "Artificial Intelligence", and organizations that embrace this technology will stay ahead of the curve. Overcoming apprehensions and appreciating reality will hold organizations in good stead in the long run. An article about AI in the automotive industry is included in this issue.

The month of October brought changes at CMA too. A new committee has taken charge. Personally, it has been a pleasure to be part of the Managing Committee, and I hope to continue being part of the dynamic team and contribute meaningfully. October is also the month of festivals and celebrations. Let me take this opportunity to wish everyone a "Happy Diwali" in advance. Let us hope that it brings peace, health, and prosperity to everyone.

Thank you all once again, and I am sure "CMA Digest" will continue to change to stay relevant and informative. We are always open to changes, and would value your continuous feedback.

**Mr K Seetharam,**

Editor  
CMA Digest



### Editorial Team

Mr. K. Seetharam | Dr. A.G.V. Narayanan

Mr. N. Krishna Kumar | Dr. Prashant R. Nair | Dr. D.K. Karthikeyan

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COIMBATORE MANAGEMENT ASSOCIATION

## CMA in the AIMA Golden Jubilee National Management Convention - 26<sup>th</sup> & 27<sup>th</sup> September 2023



I had the privilege of representing CMA in the AIMA Golden Jubilee National Management Convention held in Delhi on 26th Sep'23 [full day] and 27th [FN only]. It was a nice event with good speakers, topics and also the opportunity to collaborate with AIMA officials & other LMAs. The agenda & some of the photos are attached. AIMA awards – Participation certificate was provided to us. If we benchmark with some of the chapters, we have to improve a lot in many aspects.

## Overcoming Procrastination – Some advice to the student community from a fellow student



Today, we address a pervasive issue that affects many of us: procrastination. In this article, we will not only define procrastination but also explore the reasons behind it and offer practical strategies to help you overcome this common hurdle to productivity.

### Understanding Procrastination:

Procrastination, simply put, is the art of delaying or postponing necessary tasks in favor of less meaningful activities, often without a valid reason. Now that we've clarified the concept, let's delve into

why so many people find themselves procrastinating on a regular basis.

### Why do we procrastinate?

It's a common misconception that procrastinators are inherently lazy individuals. However, this is far from the truth. Most procrastinators are not inherently lazy; they've developed the habit over time to the point where completing tasks on time seems nearly impossible.

Another significant factor contributing to procrastination is the overwhelming number of tasks we often face. When confronted with an abundance of work, our limbic system—the part of our brain that has safeguarded humans from threats since our earliest days—responds with a "flight" reaction, urging us to avoid uncomfortable situations and compelling us to evade tasks that demand our attention and effort.

### Effective strategies to beat procrastination

Now that we've established why we procrastinate, let's explore three effective strategies to help you break free from this pattern

and regain control over your time and productivity.

### 1. Breaking the pattern

Understanding the role of dopamine, often referred to as the "hormone for happiness," is essential to grasp why we procrastinate. Dopamine plays a significant role in our brain's reward center, influencing our behavior.

When we procrastinate, we tend to engage in activities like watching Netflix or socializing, flooding our brains with dopamine and rewarding us for procrastination. Sometimes, there are no immediate consequences of procrastination, thereby reinforcing this habit.

To break this cycle, find reasons to initiate your tasks. Upon completion, reward yourself with small indulgences like chocolate or a brief video game session. Additionally, changing your self-perception is vital. If you've long seen yourself as a procrastinator, start affirming that you are a person who values timely action and despises procrastination. Over time, these changes will help you establish new, productive patterns.

### 2. Promising yourself small tasks

Imagine you have a homework assignment that will take approximately 30 minutes to complete. Instead of procrastinating, promise yourself that you'll work on it for just 5 minutes. Often, once you begin, you'll find that you accomplish more than expected, and in some cases, you might even finish the entire task.

This strategy leverages the power of getting started, significantly reducing procrastination.

### 3. Breaking tasks into smaller steps

When confronted with a daunting task, such as cleaning your entire house in a week, attempting to tackle it all at once can be overwhelming and increase the likelihood of procrastination. Instead, break the task into smaller, manageable portions.

Assign one room to clean each day, and commit to working for just 5 minutes. Once you complete the task, reward yourself. This approach makes progress feel more achievable and empowers you to complete the overall task with ease.

### Conclusion

By implementing these strategies, you can reduce procrastination and reclaim your productivity. Remember, overcoming procrastination is a journey, but with determination and these practical techniques, you can make significant strides towards achieving your goals.

Thank you for reading and here's to a more productive and procrastination-free academic journey!

**Jaswanthan J**

Student – I-Year MBA

PSGIAS

## Automotive AI - Innovations and Challenges



Artificial Intelligence (AI) contributes a lot in bringing the vision of smart vehicles into reality. From using robots at production facilities to intelligent vehicles, AI has transformed the automotive industry in various ways. AI is being used in ADAS, autonomous

driving, improving customer experience and a lot more in the automotive sector.

Generative AI provides real-time, personalized navigation suggestions based on user preference and traffic conditions. Machine learning algorithms can analyze a driver's music preferences and follow voice commands, allowing hands-free operation. Once the user touches the door handle and the camera system identifies the person amongst authorized users, the vehicle will be unlocked, and it can create a cockpit environment according to previously saved personalized settings. The Fingerprint Authorization System allows the vehicle to be started without a key.

**Some issues explored nowadays related to AI in automotive are:**

#### Security

Increased connectivity leveraged by recent automobiles for



features like V2X opens the door for hacking underlying vulnerabilities. Hackers can compromise AI systems with actions like making the vehicle misinterpret a stop sign which may disrupt safety-critical functions. The architecture and products should be evaluated deeply with the help of established standards like ISO 21434, along with provisions like firewalls and intrusion detection systems. Steps are to be taken to make the AI models used in vehicle robust against AI attacks.

**Data privacy**

AI requires personal/sensitive data to train models, for instance location, route data, and destination, with additional information needed to personalize and enhance navigation features.

Hackers can access a driver or passenger's personal information, leading to identity theft and misuse of personal information. Minimal collection and retention of data as mandatory for operation are to be ensured and data is to be used only as informed to the user.

Before using data for training generative AI, personal information should be deidentified to ensure individuals cannot be identified from generated outputs. Individuals should have granular control over what data they share and generate. If individuals wish to opt out of sharing their personal data through an AI system, it should be easy for them to manage their data.

**Biometric privacy**

Technologies such as fingerprint readers, facial scanners, iris scans, and voice recognition collect and use biometric data to improve a driver's in-vehicle experience.

Companies that collect this data must comply with privacy and data protection regulations to keep data private and secure.

**Regulations, litigations and ethical considerations**

The vehicles should comply with identified regulations like NHTSA, in the US. Concepts such as lack of 'human like decision making' in autonomous systems, ethical and judgmental dilemmas, have been discussed for long. Autonomous vehicles are not "programmed" by humans to mimic human decision-making. Instead, they learn from large datasets to perform tasks like "traffic sign recognition" using complex algorithms distilled from data.

The "Trolley" problem is a typical ethical dilemma where an onlooker can save five lives from a rogue trolley by diverting it to kill just one person. This illustrates why making decisions about who lives and dies are inherently moral judgments but with generative AI, are we now relegating these moral judgments to artificial intelligence that doesn't have human feeling? AI and human perceptions differ, resulting in different kinds of mistakes. As in the case of a pedestrian death caused by a self-driving Uber car, AI can misidentify hazards. How will an autonomous vehicle rationally choose a behavior model in an inevitable collision?

The role of AI will only increase as manufacturers continue working toward their goal of producing a fully autonomous Level 5 vehicle. Ensuring safety in driving is a matter of life and death. Automotive companies need to ensure the AI tools they utilize in their vehicles comply with safety, data, and privacy regulations.

Technologies like self-driving or AI are promising in many aspects and have a lot to offer, and most importantly, they are here to stay.

**Inauguration of Avinashilingam MBA Association 2023  
22<sup>nd</sup> September 2023**



The faculty and students of Avinashilingam Department of Business Administration (ADBA) organized the Inauguration Ceremony of Avalon Management Association for the Academic Year 2023-24 on 22nd September 2023 which was held in the Academic Council Hall in the Premises. **Mr. Pon Muthuvellappan**, Advisor, Sri Ranganathar Group of Industries, HR&IR, Coimbatore was the Chief Guest of the Association Inaugural Function and **Mr. U.K. Ananthapadmanabhan** Director, Tenxhealth Technologies Pvt Ltd , Coimbatore was the Chief Guest for inaugurating CMA Student Chapter. The function was also bannered to launch the theme for Community Social Service for the year 2023-2024 by the Chief Guest Ms.K.R.Praveena Chief Manager(HR & IR) Bank of India , Coimbatore.

## 68th CMA Annual General Meeting held on 4th October, 2023 at Hotel Heritage Inn, Coimbatore



Speech by the Chief guest, **Shri Harjeet Singh Wahan** (Topic: Artificial Intelligence)

### Monday Musings

Monday Musings – 04<sup>th</sup> September 2023

#### *Smart Goal setting*

**Ms. Vaishnavee**, Founder & Product Architect of My Stupid Little Science, gave a valuable speech on Smart Goals. She is a social worker, motivational speaker, and recipient of many awards. The speaker explained how to set goals, ambitions, and passions, and how to work on the process smarter. The speaker inspired the audience to believe in their subconscious mind, and if their desire is a fire which is very strong, it would manifest itself. The speaker suggested fixing specific short-term and long-term goals, keeping in mind, their efforts based on dependability, accountability, reliability and timeline, by quoting a few examples. The speaker also suggested ways and means on how to address or narrow down the problems, pitfalls, and deadlines while the process is on. The

speaker encouraged the participants with her valuable tips on how to joyfully work smarter on their goals and not to give up until they are achieved. Later, the speaker had an interactive session with the participants, wherein, she found an overwhelming interest and response from them. Participants felt happy joining the session and the speaker advised them to get in touch with her for any help required. The session ended with a thanks giving to the Speaker.



Monday Musings – 11<sup>th</sup> September 2023

#### *Discipline Your Thoughts*

**Dr. S. Naganandhini**, HOD-MBA of Nehru Institute of Technology, Coimbatore, spoke on the topic "Discipline your Thoughts". The meeting started with an interactive session, continued throughout the end, keeping the audience radiant and entertained by her speech on how to focus on positive thoughts, fulfilling desires by way of law of attraction, overcoming fear, anger and negative thoughts. She interestingly explained the need for self-introspection, self-appreciation, self-love, happy mind with positive affirmations, enriching one's life to achieve the desired goals, and quoting examples of working on the power of sub-

conscious mind within us. She also explained the need for meditation for improving concentration and behavioural patterns. She interacted with the participants on the subject by way of examples, quotes from scriptures, stories and riddles. The audience was overwhelmed throughout the session, answering all her questions with enthusiasm. The session concluded with thanksgiving to the speaker by our Secretary.



Monday Musings – 25<sup>th</sup> September 2023

## Personal Leadership

**Ms. Sindhu Kalyanasundaram**, Founder of Ignite Academy & Co-Founder of Satwa Happiness, managing IT companies with CRM programs and Nestle across UK and India, spoke on the Topic "Personal Leadership", wherein more than 300 participants attended. She is an excellent speaker, voracious reader, and a poet, with multifarious skills. She is the winner of the Entrepreneurship Excellence Award. She inspired the audience with 5 interesting stories, the gist of their morals are: **(1) Life-long learning**, which she learnt from her 94 year old great grandmother who is always interested to learn from one and all and gets herself updated with current affairs, giving no room for gossiping, idleness, grumping, etc. **(2) Breaking the barriers of bias and prejudice**, quoting the attire and simplicity of the legend Late Smt. M. S. Subbalakshmi, and her participation in the United Nations with all dignitaries present. **(3) Demonstrating Ownership**, by quoting the example of how the staff of Tata Group acted very meticulously, with determination and responsibility in safeguarding their guests in the terrorist attack at Hotel Taj, Mumbai.

**(4) Pause:** She narrated a story of a 12-year old boy who paused and helped a 3-year old girl who fell down during their cycle race, and made her continue the race till the finish line. She emphasised the importance of showing empathy and enjoying the journey rather than the destination. **(5) Integrity:** She gave an example of one of her classmates in school, who used to always be the topper, but still stayed humble. She requested her teacher to reduce her extra marks due to a totalling mistake, but even when the teacher wanted to award her for her honesty, she denied that offer by saying she didn't want what she didn't deserve, thereby showing her integrity.



There was a vibrant Q&A session after the speech. She encouraged the audience by recommending a few books and authors on personal leadership. The session concluded with a vote of thanks.

Monday Musings – 09<sup>th</sup> October 2023

## Effective Communication – NLP model

**Ms. Subha**, Founder of Ruminant Life Academy, spoke on the topic "Effective Communication – NLP model" wherein more than 280 participants attended. The audience was entertained by her speech on how to communicate effectively and how to make the receiver receive our intention and emotion of what we communicate through the NLP model (Neuro Linguistic Programming). We can programme our neuroscience by the language pattern we use to train our body and brain. She also touched upon personality development, communication and confidence building, training, fine tuning the attitude of the people when they enter the work force, sustainability in job by inculcating a lot of traits, and interpersonal dynamics, when

entering into a new employment. She also stressed that the way we communicate with others and with ourselves ultimately determines the quality of our lives. She focussed on various aspects of communication which is a leadership attribute. There was a vibrant Q&A session after the talk. Participants felt happy joining the session and the speaker advised them to get in touch with her for any help required. The session ended with a thanksgiving to the speaker.



Monday Musings – 16<sup>th</sup> October 2023

## Unlocking wealth-Mastering the art of Capital Market Investment

**Dr. K. Prabhakaran**, Director, Edify Edtech, Coimbatore, spoke on the Topic "Unlocking Wealth - Mastering the Art of Capital Market Investment". He spoke on financial freedom of attaining wealth, and also explained some life goals such as building a house, weddings, children's education, setting up a small business, buying

agricultural land, and retirement. He gave an example of Warren Buffet who started investment at the age of 11 years, and is the 8th largest investor. He spoke on stock exchanges



such as BSE, MSE and NSE, and various investment options like Mutual Fund, Gold, Stocks, Bonds, Bank Deposits, Insurance, Property and Equity, in addition to emerging investments in land and gold, as many young investors prefer physical gold /electronic gold. He also explained in detail about investment in stock markets. Shares purchased through public limited company evoke more

interest among investors.

The session concluded with a Q&A session. Participants were very enthusiastic and felt happy joining the session, and the speaker advised them to get in touch with him for any help required. The session ended with a thanksgiving to the Speaker.

Monday Musings – 30<sup>th</sup> October 2023

## *Charm of bring an Entrepreneur - Business opportunities and Challenges*

**Ms. Jayasri Krishnan**, CEO/MD Founder of D'Organica Garden Shoppee, spoke on the Topic "**Charm of bring an Entrepreneur - Business Opportunities and Challenges**" wherein more than 230 participants attended. The session started with a welcome note by Dr. A. Valarmathi. Ms. Jayasri spoke on how to become a successful entrepreneur. She also expressed that, for a fruitful journey of an entrepreneur, sacrifice, hard work, and smart work are always necessary. She expressed that uniqueness and total dedication will lead to success. She explained to the students on how to identify a business from the currently trending sectors like agriculture, food, digital marketing, and waste management. She explained the basics of gardening from areas ranging from 20 sq. ft.

to 2000 sq. ft., combining multiple fruits, flowers and herbs. The concept of a greenhouse with wooden windows for the elders to spend time and kids to study and terrace garden was also introduced. Furthermore, she talked about a hydroponics project in Chennai for schools, colleges, and FM radio.

A Q&A session followed after the talk. The participants felt happy joining the session and the speaker advised them to get in touch with her for any help required. The session ended with a thanksgiving by Dr. A Valarmathi, to the speaker and audience.



### **AIMA - Upcoming Events**

- 26<sup>th</sup> Oct 2023** : 10<sup>th</sup> HR Leadership Retreat
- 30<sup>th</sup> Oct 2023** : 27<sup>th</sup> Student Management Games
- 31<sup>st</sup> Oct 2023** : Capacity Building Workshop on Case Teaching & Writing
- 18<sup>th</sup> Nov 2023** : Capacity Building Workshop on ESG Compliance and Reporting
- 20<sup>th</sup> Nov 2023** : Student Management Quiz
- 23<sup>rd</sup> Nov 2023** : 13<sup>th</sup> Training Programme on Behavioural Skills for Executive Assistants/ Secretaries

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